

# Cover Sheet

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Total pages including this one: 3

Re: Application 09/536,727  
Examiner: Yehdega Retta  
Art Unit: 2162

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Re: Application 09/536,727  
Examiner: Yehdega Retta  
Art Unit: 2162

Dear Examiner Retta,

I request a phone interview at your convenience regarding application 09/536,727.

I propose to discuss:

1. How the described invention differs from the prior art, most importantly Wendkos et al. U.S. Patent No. 6,453,299 and Goldhaber et al. U.S. Patent No. 5,855,008.
2. How to modify the submitted claims to distinguish them from the prior art and conform to statutory requirements.
3. A few, quick, miscellaneous questions regarding this application.

To aid our discussion, I am also including a draft claim that addresses issues raised in your office action. This draft is not meant as a formal submission.

Please call me at 602-295-4967 or email me at [rossides@cox.net](mailto:rossides@cox.net) to let me know a good time to call you for a phone interview. I can be available most any time as long as I have two days notice or so.

Sincerely,

*Michael T. Rossides*

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**Draft Claim for Discussion**

I claim:

— a method for paying at least one recipient for attention to a message, comprising:

- (a) identifying an advertiser,
- (b) said advertiser making an offer that recipients will be owed a specified expected value (EV) payment if they satisfy a set of desired audience characteristics, stated as a set of offer conditions,
- (c) said EV payment offer including a corresponding Payoff,
- (d) determining acceptance of the offer by a recipient, said acceptance entailing exposure to said message,
- (e) executing an EV payment bet for said recipient with the probability of said recipient winning set at EV/Payoff;
- (f) if, and only if, said recipient wins said bet, alerting an inspection process for determining whether said recipient satisfies said offer conditions,
- (g) based on a positive determination by said inspection process, providing the Payoff to said recipient.